

Message Text

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PAGE 01 STOCKH 02514 240829Z

43

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 /020 W

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R 231030Z MAY 75

FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC 4745

UNCLAS STOCKHOLM 2514

ATTN: STATE EB/CBA

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: BUSINESS CONSULTATION PROGRAM

REF: STATE 104370, STATE 112702

1. SWEDEN HAS NUMBER OF MAJOR PROJECTS UNDERWAY, INCLUDING \$1.1 BILLION STEEL MILL AT LULEA (STOCKHOLM 2309); \$500 MILLION EXPANSION AT PETROCHEMICAL FACILITIES ON THE WEST COAST (STOCKHOLM A-97); PLANS FOR MODERNIZATION AND EXPANSION OF AIRPORT FACILITIES AND EQUIPMENT; EXPANSION AND IMPROVEMENT OF GOTEBOG PORT FACILITIES; AND OTHER PROJECTS REQUIRING SMALLER CAPITAL INVESTMENTS. INDUSTRIAL OUTLOOK REPORT (STOCKHOLM A-123 OF APRIL 25, 1975) PROVIDES ADDITIONAL IDEAS OF POTENTIAL U.S. SALES IN THIS MARKET.

2. AS A COUNTRY WITH ONE OF HIGHEST PER CAPITA INCOME AND NEXT TO U.S. HAVING LARGEST PER CAPITA OWNERSHIP OF AUTOMOBILES, TELEVISION SETS AND TELEPHONES, SWEDISH MARKET HAS POTENTIAL FOR SIGNIFICANTLY LARGER PURCHASES OF U.S. PRODUCTS, BOTH CAPITAL AND CONSUMER GOODS. IN 1974, SWEDISH IMPORTS BY VALUE OF \$1.0 BILLION FROM U.S. EXPANDED BY MORE THAN 50 PERCENT; PRELIMINARY DATA FOR FIRST QUARTER 1975 SHOW CONTINUED SIMILAR GROWTH RATE AS SWEDISH ECONOMY HAS MAINTAINED HIGH LEVEL OF ECONOMIC ACTIVITIES.

3. MARTIN Y. HIRABAYASHI, ECONOMIC/COMMERCIAL COUNSELOR,
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WOULD BE AVAILABLE FOR ONE WEEK BEGINNING JUNE 22 TO MEET

WITH U.S. FIRMS AND TO VISIT REGIONAL COMMERCE OFFICES, IF
SELECTED.
STRAUSZ-HUPE

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NNN

Message Attributes

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Disposition History: n/a
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Margaret P. Grafeld
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